

Form PTO 1443 (Modified)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY DOCKET NO. 7791-0092-25X DIV		SERIAL NO. NEW APPLICATION	
LIST OF REFERENCES CITED BY APPLICANT		APPLICANT		WILL H. GARDENSWARTZ ET AL			
		FILING DATE HEREWITH		GROUP UNASSIGNED			
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
DP	AA	5,687,322	11/11/97	Deaton et al.	705	14	
DP	AB	5,806,044	09/08/98	Powell	705	14	
DP	AC	5,857,175	01/05/99	Day et al.	705	14	
DP	AD	5,832,457	11/03/98	O'Brien et al.	705	14	
DP	AE	5,855,007	12/29/98	Jovicic et al.	705	14	
DP	AF	5,201,010	04/06/93	Deaton et al.	705	14	
DP	AG	5,237,620	08/17/93	Deaton et al.	705	14	
DP	AH	5,621,812	04/15/97	Deaton et al.	705	14	
DP	AI	5,592,560	01/07/97	Deaton et al.	705	14	
DP	AJ	5,642,485	06/24/97	Deaton et al.	705	14	
DP	AK	5,644,723	07/01/97	Deaton et al.	705	14	
DP	AL	5,305,196	04/19/94	Deaton et al.	705	14	
	AM						
	AN						
FOREIGN PATENT DOCUMENTS							
		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION		
		AO			YES		NO
		AP					
		AQ					
		AR					
		AS					
		AT					
		AU					
		AV					
OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)							
	AW						
	AX						
	AY						
	AZ						
Examiner	<i>John H. Hayes</i>			Date Considered <i>12/20/2000</i>			
*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.							

Form PTO 1449
(Middle)U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICEATTY DOCKET NO.
7791-0092-25X DIVSERIAL NO.
NEW APPLICATION

LIST OF REFERENCES CITED BY APPLICANT

APPLICANT

WILL H. GARDENSWARTZ ET AL

FILING DATE
HEREWITHGROUP
UNKNOWN

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
AA	AA	5,848,396	12/08/98	Gerace	705	10	
AB	AB	5,761,648	06/02/98	Golden et al.	705	14	
AC	AC	5,056,019	10/08/91	Schultz et al.	705	14	
AD	AD	5,353,218	10/04/94	De Lapa et al.	705	14	
AE	AE	5,459,306	10/17/95	Stein et al.	235	383	
	AF						
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FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES	NO
AO	AO	WO 97/23838	07/03/97	WIPO	XX	
AP	AP	0 512 509 A2	11/11/92	Europe	XX	
AQ						
AR						
AS						
AT						
AU						
AV						

OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)

AW	IntelliQuest Looks For Interaction With Loyalty, Web Traffic Programs, Electronic Advertising & Marketplace Report, Lexis-Nexis, October 20, 1998
AX	IntelliQuest and CoolSavings Offer Innovative Online Customer Relationship Management Program for Technology Vendors, Business Editors & Technology Writers, Lexis-Nexis, September 30, 1998
AY	In this Computer Age, Who Needs Coupons?, The New York Times, June 15, 1989 ¹
AZ	

Examiner

John W. Hayes

Date Considered

12/20/2000

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Form PTO 6449
(Modified)U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICEATTY DOCKET NO.
7791-0092-25X DIVSERIAL NO.
NEW APPLICATION

LIST OF REFERENCES CITED BY APPLICANT

APPLICANT

WILL H. GARDENSWARTZ ET AL

FILING DATE
HEREWITHGROUP
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U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
<i>JM</i>	AA	5,283,731	02/01/94	Lalonde et al	705	26	
<i>JM</i>	AB	5,649,114	07/15/97	Deaton et al	705	14	
<i>JM</i>	AC	5,855,008	12/29/98	Goldhaber et al	705	14	
	AD						
	AE						
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FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES	NO
<i>JM</i>	AO	DE 196 41 092 A 1	04/09/98	Germany		X
<i>JM</i>	AP	WO 97/12486	04/03/97	WIPO	X	
<i>JM</i>	AQ	EP 0 822 535 A2	02/04/98	Europe	X	
	AR					
	AS					
	AT					
	AU					
	AV					

OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)

	AW	
	AX	
	AY	
	AZ	

Examiner

*John W. Hayes*Date Considered *12/20/2000*

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Form PTO 1449
(Modified)U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICEATTY DOCKET NO.
7791-0092-25X DIVSERIAL NO.
NEW APPLICATION

LIST OF REFERENCES CITED BY APPLICANT

APPLICANT

Will H. GARDENSWARTZ, et al.

FILING DATE
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12/27/99

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
JK	AA	4,882,675	11/21/89	Steven NICHTBERGER, et al.	705	14	
JK	AB	5,249,044	09/28/93	Henry VON KOHORN	725	23	
JK	AC	5,285,278	02/08/94	Michael J. HOLMAN	725	23	
JK	AD	5,287,181	02/15/94	Michael J. HOLMAN	348	473	
JK	AE	5,380,991	01/10/95	Luis VALENCIA, et al.	235	383	
JK	AF	5,483,049	01/09/96	Everett E. SCHULZE, JR.	705	14	
	AG						
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	AI						
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FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES	NO
JK	AO	WO 98/15907	04/16/98	WIPO	XXX	
	AP					
	AQ					
	AR					
	AS					
	AT					
	AU					
	AV					

OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)

	AW	
	AX	
	AY	
	AZ	

Examiner

John W. Myers

Date Considered

12/20/2000

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